

**REMARKS/ARGUMENTS**

Claims 1-36 were presented for examination. In the Action mailed January 17, 2007, all claims were rejected under 35 U.S.C. 103(a) as being unpatentable over von Kaenel (U.S. Patent 7,107,286) in view of Applicants' comments the prior art in the Background of the Invention section of the pending application.

Claims 1-3, 8, 10-12, 16, 18-21, 26, 28-30, 34 and 36 have been amended and claims 4, 7, 22 and 25 have been cancelled. No new claims have been added. As discussed below, the pending claims as amended are believed to be in condition for allowance.

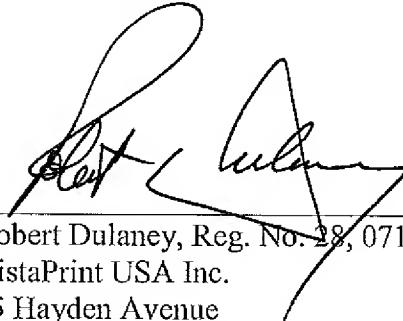
The von Kaenel reference discloses a system for storing and retrieving spatial data, including map images. For example, as generally depicted in Fig. 13 and described at col. 27, line 27 to col. 28, line 2, a user can submit a request to a server to view selected information, which will typically be returned by the server as a number of image layers that are combined into a single image at the client computer. As depicted in Fig. 25 and described at col. 44, line 48 to col. 45, line 6, the von Kaenel reference describes allowing the user to print a copy of a displayed image. The von Kaenel server creates the printable file and sends it to the user's computer for local printing by the user.

The claims of the pending application have been amended to clarify that the claimed methods and systems are not directed to merely generating and viewing an online map image and then printing a copy of it, but rather to methods and systems for allowing a user to perform online design of a customized, two-sided product to be printed, the overall product design having as one component a user-customizable map area.

In view of the above amendments and comments, it is believed that all pending claims are now in condition for allowance and favorable action on claims 1-3, 5, 6, 8-21, 23, 24, and 26-36 is respectfully requested.

The required fee for requesting an extension of time to respond is submitted herewith. If any additional fee is required by this amendment, the fee may be charged to Deposit Account No. 502765.

Respectfully submitted,



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